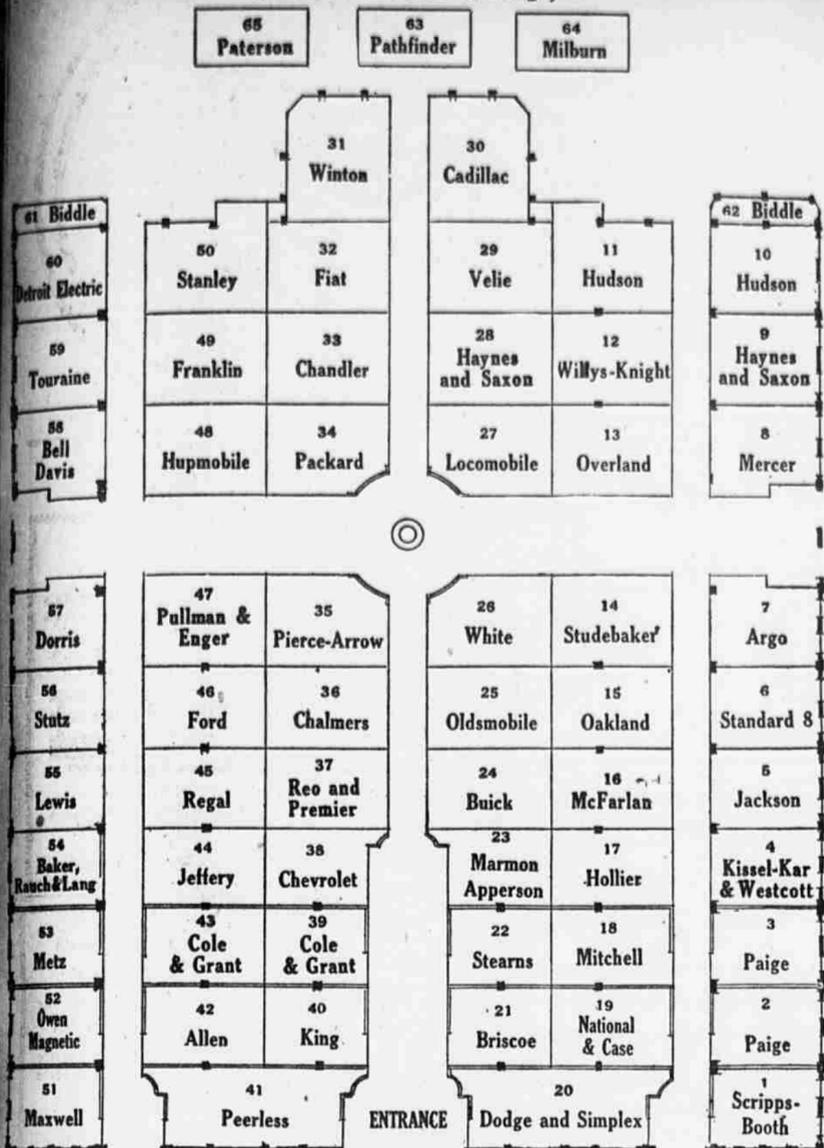


FLOOR PLAN OF PHILADELPHIA AUTOMOBILE SHOW  
(Accessories Back of Stage)



AUTOMOBILE EXHIBITORS

Space	Company	Exhibiting	Space	Company	Exhibiting
1	Geo. W. Reinbold Co.	Scripps-Booth	34	Packard Motor Co.	Packard
2	Bigelow-Willey Motor Co.	Paige	35	Pierce-Arrow	Pierce-Arrow
3	Bigelow-Willey Motor Co.	Paige	36	Chalmers Motor Co.	Chalmers
4	Baker-Price Company	Kissel-Kar & Westcott	37	Reo-Pratt	Reo-Pratt
5	Steever-Hannold Motor Co.	Jackson	38	Chevrolet Motor Co.	Chevrolet
6	Eastern Motors Corp.	Standard 8	39	Cole-Grant	Cole-Grant
7	J. Crawford Bartlett	Argo	40	King Car Phila. Agency	King
8	Mercer Co. of Phila.	Mercer	41	Girard Automobile Co.	Peerless
9	Johnson Motor Car Co.	Haynes-Saxon	42	W. D. Shepherd	Allen
10	Gomery-Schwartz M' Co.	Hudson	43	L. S. Bowers Co.	Cole-Grant
11	Gomery-Schwartz M' Co.	Hudson	44	Jeffery Sales Co.	Jeffery
12	Overland Motor Co.	Willys-Knight	45	Regal Sales Organization	Regal
13	Overland Motor Co.	Overland	46	Standard Motor Car Co.	Pullman-Eger
14	Studebaker Corporation	Studebaker	47	Tiegs Automobile Co.	Hupmobile
15	Oakland Motor Co.	Oakland	48	Sweeten Automobile Co.	Franklin
16	Baker-Hill Motor Co.	McFarlan	49	Stanley Motor Car Co.	Stanley
17	Colonial Motor Co.	Hollier	50	Maxwell M' Sales Corp.	Maxwell
18	Carl H. Paige Motors Co.	Mitchell	51	Carl H. Paige Motors Co.	Owen Magnetic
19	National Motor Co.	National-Case	52	Metz Company	Metz
20	Thornton-Puller Auto Co.	Simplex-Dodge	53	Baker R. & L. Elec. Co.	Baker-R. & L. Electric
21	Walter W. Longstreth, Inc.	Briscoe	54	Walnut St. Motor Sales	Lewis
22	Verkes-Eveland Co.	Stearns	55	S. H. Blockston M' Co.	Stutz
23	Fanning Motor Car Co.	Apperson-Marmon	56	J. Harry Schumacker & Co.	Dorris
24	Buick Motor Co.	Buick	57	W. W. Gawthrop	Bill
25	Oldsmobile Company	Oldsmobile	58	Touraine Motor Co.	Touraine
26	White Company	White	59	Detroit Electric Auto Co.	Detroit Elec.
27	Locomobile Co. of Amer.	Locomobile	60	Biddle Motor Co.	Biddle
28	Johnson Motor Car Co.	Haynes-Saxon	61	Biddle Motor Co.	Biddle
29	Le Roche Bros.	Velie	62	N. Spellenburg & Co.	Pathfinder
30	Auto Sales Corporation	Cadillac	63	W. F. Herbert	Chandler
31	Winton Motor Car Co.	Winton			
32	Flat Motor Co.	Flat			
33	W. F. Herbert	Chandler			

ACCESSORY EXHIBITORS

Space	Company	Exhibiting	Space	Company	Exhibiting
70	J. G. Duncan, Jr. Co.	Electricals, etc.	87	Chas. E. Miller	Supplies
71	Manufacturers' Sup. Co.	Automobile Accessories	88	J. A. Vogel	Tire Filler
72	Philadelphia Grease Co.	Grease	89	L. S. Bowers Co.	Rubber Goods
73	Raybestos Company	Brake Lining	90	L. S. Bowers Co.	Tires
74	Flashlight Company	Carbon Remover	91	Better Air-Company	Tire Filler
75	Stewart Electric Co.	Electrical Supplies	92	Wayne Oil Tank and Oil & Gasoline Pump Co.	Tanks and Pumps
76	Keystone Lubricating Co.	Oils & Greases	93	A. R. Justice Co.	Silver Plating
77	D. E. Hunt	Tires	94	B. A. T. Sales Co.	Auto Supplies
78	Gaul, Derr & Shearer Co.	Supplies	95	A. Geisel & Sons	Auto Taps
79	Geo. W. Nook Co.	Parts and Sundries	96	Fedrick Tool & M. Co.	Tools
80	M. Molster & Co.	Portable Garages	97	T. T. Hurdfield Co.	Air Compressors
81	J. H. McCullough & Son	Automobile Accessories	98	Hardman Tire & R. Co.	Tires
82	J. Eaveson & Sons	Ropes	99	Platt & Washburn Ref.	Grease
83	Bearings Co. of Penna.	Bearings	100	W. H. Metcalf	Auto Wire
84	Commercial Lubricating Co.	Lubricants	101	H. Wiegand	Refrigerator
85	N. A. Peiry Co.	Sundries	102	"Steve, the Tire Man"	Marathon Tires
86	Emery Oil and Products	Oils	103	Dixon Yreer Polish Co.	Auto Polish
			104	Hires-Turner Glass Co.	Windshield Glass

PRESSED STEEL FLANGES  
ADD TO TIRE'S MILEAGE

D. E. Hunt, head of the McNaull Tire Company, 720 North Broad street, claims 8000 miles for his tire. He says: "Our success is due principally to our construction, which differs very much from the ordinary pneumatic. Instead of the base of our tire being rubber and fabric, we used pressed steel flanges. This makes our base rigid without air. It allows us to carry a low pressure of ten pounds to each inch of tire diameter, and this gives greater resiliency."

HERE'S A REAL AUTO LAW:  
IOWA TAGS LAST 3 YEARS

The new automobile registration law which went into effect this year in the State of Iowa provides for numbered plates for three years. An owner paying the license fee for 1916 will receive number plates for three years. In 1917 and 1918 notice will be sent from the State to the owners to pay the registration fee for those years.

REPUBLIC COMPANY MOST  
TO MOTORTRUCK MEN

Invitations have been extended to all the agents who are visiting Philadelphia for the automobile show by the Republic Motor Sales Company, 180 North 23d street. The complete line of trucks manufactured at Alma, Mich., will be on exhibition. The Republic is built in three-quarter, one, two and three ton models—which, when analyzed, means that the whole scope of transportation has been covered in the manufacture of the line. In Philadelphia among the prominent users may be mentioned the Crew Levick Company, Union Transfer, Glass & Nashed and Jordan Coal Company, and in Wilmington, Del., the Wilmington Transfer Company. Open house will be maintained all week. Both Mr. Hyneman, the president of the company, and R. G. Larimer, the sales manager, have made plans to entertain the agents who have expressed their intention of taking the truck.

GET WISE TO THIS

Mr. Motorist—  
You are invited to visit our exhibit of  
**Automobile Supplies,  
Accessories  
AND  
Equipments** the Show, this week

Gaul, Derr & Shearer Co.  
217 N. Broad Street  
**GADESH GOODS**

ALUMINUM PISTONS  
A SAVER FOR AUTOS

Universal use of aluminum alloy pistons in the construction of automobile motors was predicted today by engineers and automobile manufacturers who are here attending the Automobile Show. The one drawback just now, according to motor manufacturers, is the scarcity of aluminum. "An aluminum piston weighs about one-third as much as the same size and shape iron piston," said a representative of the King Motor Car Company today. "Every time a piston reaches the end of its stroke it has to be stopped and started moving in the opposite direction. Now, it takes power to overcome the force of inertia of the piston, and by reducing the weight of the piston itself the force or inertia that has to be overcome at each end of the stroke is reduced, and it is because of this reduction that the various phases of the motor's operation are effected. "One will notice with an aluminum piston motor that it will add life to the motor doing the same amount of work with less effort. This is because the acceleration forces of an aluminum piston are less than cast iron, therefore reducing strain from reciprocating parts such as the bearings and connecting rods.

FIFTEENTH ANNUAL  
**AUTOMOBILE SHOW**

CONVENTION HALL BROAD STREET AND ALLEGHENY AVENUE  
**JANUARY 8-15**  
ADMISSION 50¢ SOCIETY DAY THURSDAY - 1.00  
DIRECTION PHILADELPHIA AUTOMOBILE TRADE ASSOCIATION

**CHEVROLET**

The Masterpiece of the  
**Veteran Builder**  
**1916**

**CHEVROLET "FOUR-NINETY"**  
The "Four-Ninety" is a real automobile. It has a quiet, powerful valve-in-head motor. It has looks—it has style—it is beautifully finished and rides like a cradle. The "Four-Ninety" has the following novel and superior features not found in any other car: Shock absorbing duplex front springs, self lubricating clutch collar, hub construction with triple size bearings; compound spur steering gear attached to body; unit power plant; stream line front; crown fenders; cellular radiator; flush side body and concealed hinges; three speed transmission; 3/4 floating axle; cantilever springs; ventilating wind shield; mohair top and the world famous zenith carburetor.

Chevrolet "Four-Ninety" Car  
equal except in size to Chevrolet "Baby Grand," and other makes of higher price. The lowest price real automobile yet produced. It has no competition.  
**\$490 f. o. b. factory; electric lights and starter, \$60.00 extra**

**THE VETERAN BUILDER**  
W. C. Durant organized the world's greatest and most successful automobile company, and at present is the head and leading spirit of Chevrolet Motor Company, one of the strongest financially in the automobile manufacturing field. W. C. Durant is not new to the automobile industry. It was his master mind that built up the General Motors Company, one of the largest and strongest organizations in the world to-day. The Chevrolet's cleanly lines mirror the industrial straightness of its builder; its stanchness is emblematic of Mr. Durant's determination to lead; its materials reflect the fiber of Mr. Durant's personality, and the completed vehicle is an entire living personification of this modern miracle man.

**HOOD**

8,245 AVERAGE

**UNSKIDDABLE TIRES**

Hood Arrow extra ply fabric tires for the motorist who wants the best! Made of best Para rubber with arrow cutouts that provide a pneumatic GRIP THAT CAN'T SLIP. We carry also a full line of Puritan tires, double cured and with wrapped tread, made by Hood Rubber Co. Also Hood Solid truck tires, pressed under a 200-ton press! Lighting and starting systems installed and repaired—batteries recharged and repaired—day and night service. Mr. Westly Wharton, who will be in charge of our machine and mechanical departments, is an expert well known to the auto trade.

Only experienced factory men employed.  
From every standpoint we're equipped to handle your tire or car wants. If you have any trouble in your electric lighting or starting system, let us inspect it. We'll locate and remedy any trouble.

Now located in our new home  
**Hainlen Company, Inc.**  
822 N. Broad St.  
TIRES

**CHEVROLET "BABY GRAND"**  
If you can't afford to pay \$750 for an automobile YOU are not being FAIR to yourself unless you investigate thoroughly the "Baby Grand." Its clean lines make you proud of your ownership—to say nothing of the pride and joy while passing others with this car of wonderful performance. That feeling of certainty when you start your trip that you will get there enjoying all the comforts of motoring will alone justify your purchase of a Chevrolet. While we could go into elaborate details, we invite your inspection and ask you to take a ride. Then ask your friend "who owns one" about Chevrolet service and you will purchase the car with the quiet valve-in-head motor.

**\$750**  
Car with the quiet valve-in-head motor. Sweetest running and most harmonious motor car built to-day.  
**\$750 f. o. b. factory**

**CHEVROLET MOTOR COMPANY OF PA., Inc.**  
334-336 North Broad Street  
PHILADELPHIA, PA.  
SHOWN IN CONVENTION HALL, SPACE 38.  
CAMDEN, N. J.—SALESROOMS 104 BROADWAY

**CHEVROLET MOTOR COMPANY**  
Factories: Flint, Mich.; Oshawa, Ont.; Tarrytown, N. Y.; St. Louis, Mo.; New York City, N. Y.